

## Abstract

Apparatus and method for authentication of a user, the apparatus comprising functionality, associated with a cellular Internet authentication portal, for: communicating via a secure link with an authenticatable device, using secure personalization associated with said authentication portal and said authenticatable device, typically a mobile telephone having a SIM, to verify that the communication is with the intended user, and associating the authentication with an activity request via a non-authenticatable device, thereby to authenticate the activity request of the non-authenticatable device.